COVID-19 VACCINATION SOCIAL MEDIA TOOLKIT

Tips and sample posts for encouraging COVID-19 vaccination among racial and ethnic minority adults.
INTRODUCTION

The COVID-19 vaccination social media toolkit was adapted from the existing ‘Vaccine Access and Training’ (VAT) project and is available for all AIM members to use. TheHRSA-funded VAT project focuses on providing resources to address disparities in COVID-19 vaccination coverage among racial and ethnic minority adults. The messages and images in this toolkit have been specifically developed based on feedback from community health workers in Alabama, Arizona, Georgia, Florida, Kentucky, Michigan, and Texas and may also be applicable in your jurisdiction.

We encourage you to utilize and share this toolkit in your jurisdictions, including with your communications office, health equity coordinators, local health and community partners, and your state/county immunization and health coalitions. We have included tips for using social media and writing posts. Additional sample messages and graphics that can be used for Facebook and Instagram Stories will be released in the upcoming months.

If you have questions about the toolkit, want to co-brand, or need help getting started, email Tessa Atkinson-Adams, AIM’s communications director, at tatkinsonadams@immunizationmanagers.org.

QUICK TIPS FOR RUNNING A SOCIAL MEDIA AWARENESS CAMPAIGN

- Research the audience you want to reach. Which social media platforms do they use? Which organizations/groups do they follow? What are their popular hashtags? Then use that information to create a plan.
- Map out a posting plan. Decide how often and where to post, as well as which metrics to track.
- Write messages (or use the sample messages below) that highlight the issue you are focusing on AND the issues/concerns/needs that your audience has.
- Engage with your audience. Like and reply to their comments. Join the groups/pages that your audience follows. Ask your audience to participate by re-sharing your post.
- Reach out to your fellow program managers. What are they doing on social media? What tactics are working in other communities?
- Celebrate wins. Share with your audience when the campaign has hit a milestone, such as reaching 1000 views, etc.

- Additional resources:
  - Campaign tips: https://www.onecause.com/blog/awareness-campaigns/
  - Campaign tips: https://charityvillage.com/7-steps-to-creating-nonprofit-awareness-campaigns-that-actually-raise-awareness-virtual-or-in-real-life/
  - Free social media management tool: https://www.hootsuite.com/plans/free
  - How to add alt text to social media images for visual impairment accessibility: https://symphonyagency.com/alt-text-for-social-media/
The social media templates provided in this toolkit will help you create social media posts for Facebook, Instagram, LinkedIn, and Twitter. Each post has been designed specifically for each platform and will fall within the platform’s specifications. If there are other platforms you want to use, we encourage you to adjust the messages to fit the requirements of that platform. If there is room in your post, you can also tag the Association of Immunization Managers and your partner organizations so they see your post and re-share and like the post to increase its visibility. You are encouraged to tailor the messages and graphics provided in this toolkit for specific audiences.

One way to edit the sample messages is to include hashtags that your audience is following. Hashtags are a way for people to search popular terms on social media, as well as on some platforms a collection of posts that people can follow so that anyone who uses that hashtag will show up in their feed.

Note: Instagram does not allow for links in posts, so the sample messages below for Instagram do not include links. An optional workaround is that you can include one link in your Instagram bio and then add to the end of your posts “Link in bio.” If you want to be able to share multiple links, you also have the option of creating a Linktree account at https://linktr.ee/. This gives you a single link to put in your bio that then leads to a page that has the collection of all the links you added to your Linktree account.

- Avoid political language.
- Think of ways to include messaging for a variety of demographics (e.g., parents, pregnant individuals, people with disabilities)
- Alternate messages between “protecting others” vs. “protecting yourself.” These sentiments will resonate with different people.
- Write messages that:
  - Address medical mistrust, myths, and misinformation
  - Use the facts (i.e., likelihood of getting side effects from vaccine, number of hospitalizations with COVID vaccinated vs. unvaccinated, percentages in ICU)
- Ask ‘trusted messengers’ in the community to share the messages you write (i.e., faith leaders, barber shop owners, firefighters, moms, etc.).
- Use storytelling. Ask community members who have gotten vaccinated if you can share their stories.
**SAMPLE MESSAGE 1**

Get Vaccinated

- **Facebook/LinkedIn**
  - The COVID-19 vaccine protects us, our loved ones, and our communities. Know the facts and stay up-to-date with your vaccines to help keep yourself and those around you safe. Need help making your decision? Visit: https://virtualcommunities.naccho.org/vat/home

- **Instagram**
  - The COVID-19 vaccine protects us, our loved ones, and our communities. Know the facts and stay up-to-date with your vaccines to help keep yourself and those around you safe. Need help making your decision? Visit the VAT COVID-19 Education Resources website! #covid19 #coronavirus #publichealth #covid19vaccine

- **Twitter**
  - The #COVID19 #vaccine protects us, our loved ones, and our communities. Know the #facts and stay up-to-date with your vaccines to help keep yourself and those around you safe. Need help making your decision? Visit: https://virtualcommunities.naccho.org/vat/home
EJEMPLO DE MENSAJE 1

Vacunarse

- **Facebook/LinkedIn**
  - La vacuna contra el COVID-19 nos protege a nosotros, a nuestros seres queridos y a nuestras comunidades. Por eso debes conocer los hechos y mantenerte al día con tus vacunas para cuidar tu salud y la de quienes te rodean. ¿Necesitas ayuda para tomar esa decisión? Visita: https://virtualcommunities.naccho.org/vat/home

- **Instagram**
  - La vacuna contra el COVID-19 nos protege a nosotros, a nuestros seres queridos y a nuestras comunidades. Por ello, debes conocer la realidad y mantenerte al día con tus vacunas para proteger tu salud y la de quienes te rodean. ¿Necesitas ayuda para tomar esa decisión? ¡Visita el sitio web de recursos educativos sobre el VAT COVID-19! #covid19 #coronavirus #saludpublica #vacunacovid19

- **Twitter**
  - La #vacuna contra el #COVID-19 nos protege a todos. Por ello, debes conocer los hechos y vacunarte, por tu salud y la de quienes te rodean. ¿Necesitas ayuda para tomar esa decisión? Visita el enlace: https://virtualcommunities.naccho.org/vat/home
SAMPLE MESSAGE 2

Protect Our Elders/Grandparents & Get Vaccinated

Note: Please use the appropriate language for your community: elder vs. older adult, etc.

- **Facebook/LinkedIn**
  - The role our older adults play in our lives is unlike any other. Their guidance shapes us, future generations, and entire communities. They look out for us, and now it’s our turn to look out for them. Get vaccinated against COVID-19 to protect our grandparents and elders like they’ve always protected us.

- **Instagram**
  - The role our older adults play in our lives is unlike any other. Their guidance shapes us, future generations, and entire communities. They look out for us, and now it’s our turn to look out for them. Get vaccinated against COVID-19 to protect our grandparents and elders like they’ve always protected us. #covid19 #coronavirus #covid19vaccine #publichealth #grandparents

- **Twitter**
  - The role our elders play in our lives is unlike any other. They look out for us, and now it’s our turn to look out for them. Get #vaccinated against #COVID19 to protect our #grandparents and elders like they’ve always protected us.
EJEMPLO DE MENSAJE 2

Proteger a nuestros adultos mayores/abuelos y vacunarllos.

Nota: use el lenguaje apropiado para su comunidad: anciano, adulto mayor, personas de la tercera edad, etc.

- **Facebook/LinkedIn**
  - El papel que juegan en nuestras vidas los adultos mayores es diferente a cualquier otro. Ellos nos educaron y, además, guiaron a comunidades enteras y a las generaciones que los sucedieron. Ahora es nuestro turno cuidar de ellos. Vacúnate contra el COVID-19 para proteger a nuestros abuelos y ancianos como ellos lo hicieron siempre con nosotros.

- **Instagram**
  - El papel que nuestros adultos mayores juega en nuestras vidas es diferente a cualquier otro. Ellos nos educaron y, además, guiaron a comunidades enteras y a las generaciones que los sucedieron. Ahora es nuestro turno cuidar de ellos. Vacúnate contra el COVID-19 para proteger a nuestros abuelos y ancianos como ellos lo hicieron siempre con nosotros. #COVID-19 #coronavirus #vacunacovid19 #saludpublica #adultosmayores

- **Twitter**
  - El papel que juegan los adultos mayores en nuestras vidas es diferente a cualquier otro. Ellos cuidaron de nosotros y ahora es nuestro turno cuidar de ellos. #vacúnate contra el #COVID-19 para proteger a nuestros #abuelos y ancianos como ellos lo hicieron con nosotros.
SAMPLE MESSAGE 3

Protect Our Children & Get Vaccinated

- **Facebook/LinkedIn**
  - There’s so much to look forward to in life. It’s up to us to protect our children for as long as we can. Getting them vaccinated against COVID-19 can help. And now, it’s a family activity! Nearly everyone ages 6 months and older can receive a COVID-19 vaccine. Protect yourself and those you love. To learn more about COVID-19 vaccines for kids, visit https://www.cdc.gov/coronavirus/2019-ncov/vaccines/recommendations/children-teens.html

- **Instagram**
  - There’s so much to look forward to in life. It’s up to us to protect our children for as long as we can. Getting them vaccinated against #COVID19 can help. And now, it’s a family activity! Nearly everyone ages 6 months and older can receive a COVID-19 #vaccine. Protect yourself and those you love. To learn more about COVID-19 vaccines for kids, visit the CDC website. #CDC #PublicHealth #Coronavirus #Covid19vaccine

- **Twitter**
  - It’s up to us to protect our children for as long as we can. Getting them vaccinated against #COVID19 can help. Now it’s a family activity! Nearly everyone ages 6 months+ can get a COVID-19 #vaccine. Learn more about COVID-19 vaccines for kids at https://www.cdc.gov/coronavirus/2019-ncov/vaccines/recommendations/children-teens.html
EJEMPLO DE MENSAJE 3

Proteger a los hijos y vacunarlos.

- **Facebook/LinkedIn**

- **Instagram**
  - Hay mucho que esperamos en la vida. Dependiendo de nosotros proteger a nuestros hijos todo el tiempo que podamos. Vacunarlos contra el COVID-19 es de gran ayuda y ahora ¡Es una actividad familiar! Casi todas las personas mayores de 6 meses pueden recibir una #vacuna contra COVID-19. Protégete a ti mismo y a tus seres queridos. Si deseas informarte mejor sobre las vacunas contra el COVID-19 para niños, visita el sitio web de los CDC. #vacuna #CDC #saludpublica #coronavirus #COVID-19

- **Twitter**
SAMPLE MESSAGE 4

Know the Science & Get Vaccinated

- **Facebook/LinkedIn**
  - COVID-19 is unlike anything we’ve experienced in our lifetimes. While the virus is new and we learn more as time goes on, the mRNA technology used in some COVID-19 vaccines has been around for decades. These vaccines have proven to be safe and effective. For more on COVID-19 vaccine safety, visit [https://www.vaccinesafety.edu/cc-COVID-19.htm](https://www.vaccinesafety.edu/cc-COVID-19.htm)

- **Instagram**
  - #COVID19 is unlike anything we’ve experienced in our lifetimes. While the virus is new and we learn more each day, the #mRNA tech used in some COVID-19 vaccines has been around for decades. These vaccines have proven to be safe. For more on #COVID19vaccine safety, visit the Institute for Vaccine Safety website. #PublicHealth #coronavirus

- **Twitter**
  - #COVID19 is unlike anything we’ve experienced. While the virus is new & we learn more each day, the #mRNA tech used in some COVID-19 vaccines has been around for decades. These vaccines have proven to be safe. For more on COVID-19 #vaccine safety, visit [https://www.vaccinesafety.edu/cc-COVID-19.htm](https://www.vaccinesafety.edu/cc-COVID-19.htm)
EJEMPLO DE MENSAJE 4

Conocer la ciencia y vacunarse.

- **Facebook/LinkedIn**
  - El COVID-19 es diferente a todo lo que hemos experimentado en nuestras vidas. Si bien el virus es nuevo y aprendemos más a medida que pasa el tiempo, la tecnología de ARNm, utilizada en algunas vacunas COVID-19, ha existido durante décadas, demostrando ser muy segura y efectiva. Para obtener más información sobre la seguridad de la vacuna COVID-19, visite: https://www.vaccinesafety.edu/cc-COVID-19.htm

- **Instagram**
  - El #COVID-19 es diferente a todo lo que hemos experimentado en nuestras vidas. Si bien el virus es nuevo y aprendemos más a medida que pasa el tiempo, la tecnología de ARNm, utilizada en algunas vacunas COVID-19, ha existido durante décadas, demostrando ser muy segura y efectiva. Para obtener más información sobre la seguridad de las vacunas #COVID-19, visita el sitio web del Instituto para la Seguridad de las Vacunas. #saludpublica #coronavirus

- **Twitter**
SAMPLE MESSAGE 5

Communities Coming Together

- **Facebook/LinkedIn**
  - When communities come together, big things can happen. Many look to their communities for information and decision-making. Hold a COVID-19 vaccine event during summer gatherings! This is a great way to involve community members. It can also ensure your community has the resources to protect itself. For tips, visit [https://www.cdc.gov/flu/business/hosting-vaccination-clinic.htm](https://www.cdc.gov/flu/business/hosting-vaccination-clinic.htm)

- **Instagram**
  - When communities come together, big things can happen. Many look to their communities for information and decision-making. Hold a #COVID19 vaccine event during summer gatherings! This is a great way to involve community members. It can also ensure your community has the resources to protect itself. For tips, visit the CDC website. #CDC #Coronavirus #PublicHealth

- **Twitter**
  - Many people look to their community for info & decision-making. Hold a #COVID19 #vaccine event during summer gatherings! This is a great way to involve members. It can also ensure your #community has the resources to protect itself. For tips, visit [https://www.cdc.gov/flu/business/hosting-vaccination-clinic.htm](https://www.cdc.gov/flu/business/hosting-vaccination-clinic.htm)
EJEMPLO DE MENSAJE 5
Las comunidades uniéndose.

- **Facebook/LinkedIn**
  - Cuando las comunidades se unen, pueden ocurrir grandes cosas. Muchos buscan información en sus comunidades para tomar decisiones. Organizar un evento de vacunación contra el COVID-19 durante los eventos de verano, puede involucrar a los miembros de la comunidad y también asegura que tengan los recursos para protegerse. Si deseas obtener más consejos, visita https://www.cdc.gov/flu/business/hosting-vaccination-clinic.htm

- **Instagram**
  - Cuando las comunidades se unen, pueden ocurrir grandes cosas. Muchos buscan información en sus comunidades para tomar decisiones. Organizar un evento de vacunación contra el #COVID-19 durante los eventos de verano es una buena manera de involucrar a los miembros de la comunidad y también asegura que tengan los recursos para protegerse. Si deseas obtener más consejos, visita el sitio web de los CDC. #CDC #Coronavirus #PublicHealth

- **Twitter**
  - Si la comunidad se une ocurren grandes cosas ¡Organiza un evento de vacunación contra el #COVID-19 en verano! Así involucras a miembros de tu comunidad y aseguras los recursos para protegerse. Visita: https://www.cdc.gov/flu/business/hosting-vaccination-clinic.htm
SAMPLE MESSAGE 6

Recruiting Community Leaders to Join Vaccination Efforts (CBO, faith, & nonprofit leaders)

- **Facebook/LinkedIn**
  - As a leader in your community, you are a trusted voice. Many people turn to communities and group leaders for advice on their health. The COVID-19 vaccine protects individuals and entire communities. As a trusted leader, you can save lives by encouraging others to protect themselves. Start by talking to build vaccine confidence. For more helpful tips on talking with your community, view this resource https://www.immunizationmanagers.org/content/uploads/2022/02/How-Can-Faith-Leaders-Help-Support-the-COVID-19-Vaccination-Effort_021822.pdf

- **Instagram**
  - As a leader in your community, you are a trusted voice. Many people turn to communities and group leaders for advice on their health. The #COVID19vaccine protects individuals and entire communities. As a trusted leader, you can save lives by encouraging others to protect themselves. Start by talking to build vaccine confidence. For more helpful tips on talking with your community, visit the Association of Immunization Managers website. #COVID19 #Coronavirus #PublicHealth

- **Twitter**
  - As a leader in your community, you are a trusted voice. The #COVID19 #vaccine protects individuals and entire communities. Start by talking to build #vaccineconfidence. For more helpful tips on talking with your members, view this resource https://www.immunizationmanagers.org/content/uploads/2022/02/How-Can-Faith-Leaders-Help-Support-the-COVID-19-Vaccination-Effort_021822.pdf
EJEMPLO DE MENSAJE 6

Reclutar líderes comunitarios para que se sumen a los esfuerzos de vacunación (líderes de organizaciones comunitarias o sin fines de lucro, lugares de culto, entre muchos otros).

- **Facebook/LinkedIn**
  - Como líder en tu comunidad, eres una voz de confianza. Por eso muchas personas podrían pedirte consejos sobre la salud. La vacuna contra el COVID-19 protege a personas y a comunidades enteras. Con tu apoyo se pueden salvar vidas invitando a otros a protegerse y a generar confianza en las vacunas. Para obtener más consejos útiles sobre cómo hablar con tu comunidad, consulta este recurso: https://www.immunizationmanagers.org/content/uploads/2022/02/How-Can-Faith-Leaders-Help-Support-the-COVID-19-Vaccination-Effort_021822.pdf

- **Instagram**
  - Como líder en tu comunidad, eres una voz de confianza. Muchas personas recurren a las comunidades y a los líderes de grupo para obtener consejos sobre la salud. La vacuna contra el #COVID-19 protege a personas y a comunidades enteras. Con tu apoyo se pueden salvar vidas invitando a otros a protegerse y a generar confianza en las vacunas. Para obtener más consejos útiles sobre cómo hablar con tu comunidad, visita el sitio web de la Asociación de Administradores de Inmunizaciones. #COVID19 #coronavirus #saludpublica

- **Twitter**
SAMPLE MESSAGE 7
Avoiding Long COVID

- **Facebook/LinkedIn**
  - For some people, the symptoms of COVID-19 last for months. Take steps to prevent Long COVID: get vaccinated and boosted, wear a mask, keep your distance, and wash your hands. For more helpful tips, visit https://www.cdc.gov/coronavirus/2019-ncov/long-term-effects/

- **Instagram**
  - For some people, the symptoms of #COVID19 last for months. Take steps to prevent #LongCOVID: get vaccinated and boosted, wear a mask, keep your distance, and wash your hands. For more helpful tips, visit the CDC's website. #PublicHealth #Coronavirus

- **Twitter**
  - For some people, the symptoms of #COVID19 last for months. Take steps to prevent #LongCOVID: get #vaccinated and #boosted, wear a mask, keep your distance, and wash your hands. For more helpful tips, visit https://www.cdc.gov/coronavirus/2019-ncov/long-term-effects/
Más del 40% de las personas que han contraído COVID-19, han experimentado el COVID Prolongado.

#vacunadecovid

SAMPLE MESSAGE 8

Getting Back to “Normal’

- **Facebook/LinkedIn**
  - The COVID-19 pandemic changed our lives in unexpected ways. As we try to find a new normal, let’s cut our risks of getting sick or hospitalized. Now that COVID-19 vaccinations are approved for those 6 months and older, vaccines and boosters are the first step. Take your first step by scheduling your vaccination at https://www.vaccines.gov/

- **Instagram**
  - The #COVID19 pandemic has altered our lives in unexpected ways. As we try to find a new normal, let’s cut our risks of getting sick or hospitalized. Now that #COVID19 vaccines are approved for those 6 months and older, vaccines and #boosters are the first step. Physical distancing and wearing a mask in public are also steps we can take for a healthier and more “normal” future. #PublicHealth #Coronavirus

- **Twitter**
  - The #COVID19 pandemic has changed our lives. Now that #COVID19 vaccines are approved for those 6 months & older, #vaccines & #boosters are the first step toward a healthier & more “normal” future. Schedule your vaccination at https://www.vaccines.gov/
EJEMPLO DE MENSAJE 8

Volviendo a la normalidad.

- Facebook/LinkedIn
  - La pandemia de COVID-19 cambió nuestras vidas de manera inesperada. A medida que tratamos de encontrar una nueva normalidad también debemos reducir el riesgo de enfermarnos o ser hospitalizados. Ahora que las vacunas contra el COVID-19 están aprobadas para los mayores de 6 meses, da el primer paso programando tu vacunación en: https://www.vaccines.gov/

- Instagram
  - La pandemia de #COVID-19 cambió nuestras vidas de manera inesperada. A medida que tratamos de encontrar una nueva normalidad también debemos reducir el riesgo de enfermarnos o ser hospitalizados. Ahora que las vacunas contra el #COVID-19 están aprobadas para los mayores de 6 meses, da el primer paso programando tu vacunación y dosis de refuerzo. El distanciamiento físico y el uso de una mascarilla en público son medidas que podemos mantener para un futuro más saludable y “normal”. #saludpublica #coronavirus

- Twitter
  - La #pandemia por #COVID19 nos cambió la vida. Ahora que las vacunas contra el #COVID-19 están aprobadas para los mayores de 6 meses, aplicarlal es el primer paso a dar para una vida saludable y más “normal”. Programa tu vacunación en: https://www.vaccines.gov/
SAMPLE MESSAGE 9

Promoting a COVID-19 Vaccination Event

Planning a COVID-19 vaccination event has many moving parts, but posting can be easy! Use the following template, fill in your information in the brackets, post, and host!

- **Facebook/LinkedIn**
  - Join us for a [event type] COVID-19 Vaccination [Clinic/Event/etc.] [Date and hours]. Our members will be here from [hours] to help you get vaccinated against COVID-19. Stop by to protect yourself and your loved ones from COVID-19! Please bring [driver’s license, COVID-19 vaccine card, any other items participants may need]

- **Instagram**
  - Join us for a [event type] COVID-19 Vaccination [Clinic/Event/etc.] [Date and hours]. Our members will be here from [hours] to help you get vaccinated against COVID-19. Stop by to protect yourself and your loved ones from COVID-19! Please bring [driver’s license, COVID-19 vaccine card, any other items participants may need]

- **Twitter**
  - Join us for a COVID-19 Vaccination [Event type] [Date & hours] Our members will be here from [hours] to help you get vaccinated against COVID-19! Please bring [items participants may need].
EJEMPLO DE MENSAJE 9

Promover un evento de vacunación contra COVID-19.

La planificación de un evento de vacunación contra el COVID-19 es complicada, pero la publicación de esta puede ser fácil. Usa la siguiente plantilla, completa la información entre paréntesis, pública y organiza.

- **Facebook/LinkedIn**
  - Únete a nosotros para una [Clínica/Evento/etc. de [tipo de evento] de vacunación contra COVID-19.] [Fecha y horas]. Estaremos aquí desde [horas] para ayudarte. ¡Visítanos para que se protejan del virus, tú y tus seres queridos! Por favor, traer [licencia de conducir, tarjeta de vacuna COVID-19, cualquier otro artículo que los participantes puedan necesitar]

- **Instagram**
  - Únete a nosotros para una [Clínica/Evento/etc. de (tipo de evento) de vacunación contra COVID-19.] [Fecha y horas]. Estaremos aquí desde [horas] para ayudarte. ¡Visítanos para que se protejan del virus, tú y tus seres queridos! Por favor, traer [licencia de conducir, tarjeta de vacuna COVID-19, cualquier otro artículo que los participantes puedan necesitar]

- **Twitter**
  - Visítanos para una [Tipo de evento de vacunación contra COVID-19] [Fecha y hora] ¡Nuestros miembros estarán aquí a partir de [horas] para ayudarte! Traer [artículos que los participantes puedan necesitar].
SAMPLE MESSAGE

10

New Booster Recommendations

Please note: Based on how your community discusses the new booster, use either ‘Omicron bivalent booster’ or ‘updated booster’ to describe the booster in these posts.

- **Facebook/LinkedIn**
  - NEW! Now that Omicron bivalent booster doses are approved, make sure you are up-to-date with your COVID-19 vaccines and boosters! The Pfizer bivalent booster is approved for people 5 and older. The Moderna bivalent booster is approved for people 6 and older.

- **Instagram**
  - NEW! Now that Omicron bivalent booster doses are approved, make sure you are up-to-date with your COVID-19 vaccines and boosters! The Pfizer bivalent booster is approved for people 5 and older. The Moderna bivalent booster is approved for people 6 and older. #coronavirus #publichealth #covid19vaccine #booster

- **Twitter**
  - NEW! Now that #Omicron #bivalent #booster doses are approved, make sure you are up-to-date! The Pfizer bivalent booster is approved for people 5+. The Moderna bivalent booster is approved for people 6+. 
New Booster Recommendations

Please note: Based on how your community discusses the new booster, use either ‘Omicron bivalent booster’ or ‘updated booster’ to describe the booster in these posts.

- **Facebook/LinkedIn**
  - NEW! Now that Omicron bivalent booster doses are approved, make sure you are up-to-date with your COVID-19 vaccines and boosters! The Pfizer bivalent booster is approved for people 5 and older. The Moderna bivalent booster is approved for people 6 and older.

- **Instagram**
  - NEW! Now that Omicron bivalent booster doses are approved, make sure you are up-to-date with your COVID-19 vaccines and boosters! The Pfizer bivalent booster is approved for people 5 and older. The Moderna bivalent booster is approved for people 6 and older. #coronavirus #publichealth #covid19vaccine #booster

- **Twitter**
  - NEW! Now that #Omicron #bivalent #booster doses are approved, make sure you are up-to-date! The Pfizer bivalent booster is approved for people 5+. The Moderna bivalent booster is approved for people 6+. 
What are the Omicron bivalent boosters?

- **Facebook/LinkedIn**
  - The Moderna and Pfizer Omicron (bivalent) vaccines contain messenger RNA (mRNA). This instructs cells in our bodies to make the "spike" protein of the original COVID-19 virus strain and the newer variants. This is the same mRNA structure as the previous COVID-19 vaccines and boosters. Get your updated booster today!

- **Instagram**
  - The Moderna and Pfizer Omicron (bivalent) vaccines contain messenger RNA (mRNA). This instructs cells in our bodies to make the "spike" protein of the original COVID-19 virus strain and the newer variants. This is the same mRNA structure as the previous COVID-19 vaccines and boosters. Get your updated booster today! Get your updated booster today! #coronavirus #publichealth #covid19vaccine #booster

- **Twitter**
  - The Moderna and Pfizer Omicron (bivalent) #vaccines contain messenger RNA (mRNA). This instructs cells in our bodies to make the "spike" protein of the original #COVID19 virus strain and the newer variants. Get your updated #booster today!
SAMPLE MESSAGE

12

Coadministration

- **Facebook/LinkedIn**
  - DID YOU KNOW? You can receive a COVID-19 vaccine/booster and a flu shot (or other necessary vaccination) at the same time! This is a safe option for all ages eligible for the vaccines. For more information, visit the CDC’s website: https://www.cdc.gov/vaccines/covid-19/clinical-considerations/interim-considerations-us.html#timing-spacing-interchangeability

- **Instagram**
  - DID YOU KNOW? You can receive a COVID-19 vaccine/booster and a flu shot (or other necessary vaccination) at the same time! This is a safe option for all ages eligible for the vaccines. For more information, visit the CDC’s website. #coronavirus #publichealth #covid19vaccine #booster

- **Twitter**
  - DID YOU KNOW? You can receive a #COVID19 #vaccine/booster and a flu shot at the same time! This is a safe option for all ages eligible for the vaccines. For more info, visit the @CDCgov: https://www.cdc.gov/vaccines/covid-19/clinical-considerations/interim-considerations-us.html#timing-spacing-interchangeability

COVID-19 vaccines can be given at the same time as other vaccines. Protect your family all at once! #GetVaccinated